

ORIGINAL

BEFORE THE  
**Federal Communications Commission**  
WASHINGTON, D.C.

DOCKET FILE COPY ORIGINAL

*In the Matter of:*

*1998 Biennial Regulatory Review — Review of  
the Commission's Broadcast Ownership Rules  
and Other Rules Adopted Pursuant to Section  
202 of the Telecommunications Act of 1996*

*MM Docket No. 98-35*

**RECEIVED**

JUL 21 1998

To: The Commission

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

**COMMENTS OF WEST VIRGINIA  
RADIO CORPORATION**

Respectfully submitted,  
**WEST VIRGINIA RADIO CORPORATION**  
David M. Hunsaker  
**PUTBRESE HUNSAKER & TRENT, P.C.**  
100 Carpenter Drive, Suite 100  
P.O. Box 217  
Sterling VA 20167-0217

(703) 437-8400

July 21, 1998

No. of Copies rec'd  
List ABCDE

*07*

## TABLE OF CONTENTS

|   | <i>Page</i> |
|---|-------------|
| SUMMARY .....   | ii          |
| I. STATEMENT OF INTEREST .....  | 1           |
| II. THE NEWSPAPER/BROADCAST CROSSOWNERSHIP RULES SHOULD BE REPEALED. ....   | 5           |
| A. BACKGROUND .....   | 5           |
| 1. <i>Bases for Adoption of the NBCO Rules</i> .....  | 5           |
| 2. <i>Congressional Prohibition on Relaxation of Rule</i> .....   | 7           |
| 3. <i>Subsequent History</i> .....  | 9           |
| B. REPEAL OF THE NBCO RULE IS WARRANTED .....   | 10          |
| 1. <i>The NBCO Rules are No Longer Needed to Achieve Media Diversity.</i> ....  | 11          |
| 2. <i>Continued Enforcement of the NBCO Rules is Counterproductive.</i> ....  | 14          |
| 3. <i>Continued Enforcement of the NBCO Rules, as Applied to Radio<br/>            Broadcasting is Inconsistent with the First Amendment</i><br>..... | 16          |
| III. THE LOCAL RADIO OWNERSHIP RULES SHOULD BE MAINTAINED IN THEIR PRESENT FORM. . . .  | 22          |
| A. THE COMMISSION IS WITHOUT AUTHORITY TO MODIFY THE LOCAL RADIO<br>OWNERSHIP RULE. ....  | 22          |
| B. MODIFICATION OF THE LOCAL RADIO OWNERSHIP RULE AT THIS TIME IS BOTH<br>UNWARRANTED AND UNWISE. ....  | 23          |
| CONCLUSION .....  | 27          |

## ***SUMMARY***

West Virginia Radio Corporation ("WVRC") part of a commonly-controlled newspaper-radio broadcast combination in Morgantown, West Virginia, strongly urges the reexamination and elimination of unnecessary rules and policies governing local ownership of radio stations, including, *inter alia*, the 20-year old rule prohibiting newspaper-broadcast common ownership in the same market.

WVRC supports a complete repeal of the newspaper-broadcast crossownership ("NBCO") rule, rather than just a mere relaxation in its present waiver policy. The Commission has granted only three permanent waivers of the NBCO rule, and only one involving radio. The waivers have been based on unique factual patterns that are unlikely to be repeated. Granting a few more waivers will not level the playing field for the radio broadcaster—or the local daily newspaper—when faced with increased competition from the cable companies, the telephone companies, new exotic electronic media, and the Internet. The Commission itself has expressed concern about the continuing decline in the number of daily newspapers in this country, and that radio can no longer be considered a significant source of news. Yet for more than twenty years it has adhered to a policy that prohibits newspaper-broadcast ownership in the same market.

WVRC respectfully submits that an examination of the Commission's present rules and policies with respect to newspaper-broadcast crossownership will reveal that they are no longer necessary to protect the public interest, and, indeed, are *counter-productive* to the public interest as well as violative of the First Amendment to the Constitution of the United States. WVRC submits that an analysis of the present Communications environment will demonstrate that the NBCO rules are no longer necessary, and indeed, counterproductive to the Commission's twin goals of diversity and

competition. Finally, WVRC submits that continued enforcement of the NBCO rules in their present all-inclusive form, is a violation of the First Amendment.

Should the Commission determine that retention of the NBCO rules in some context may be warranted to maintain diversity and competition, then WVRC recommends that the rules be amended to permit newspaper-radio combinations in all markets except those that would be considered “egregious cases” as discussed herein. However, the vast amount of evidence and an analysis of First Amendment cases in the courts dictates that the rule with respect to radio-newspaper cross ownership, should be eliminated completely, with the question of television-newspaper crossownership to be evaluated on a case-by-case basis.

With respect to questions concerning whether the Commission should *expand* its definition of media markets and media “competition” to take into account such factors as profitability and percentage of advertiser revenues, WVRC respectfully submits that this mode of examination is neither authorized nor permitted by the Telecommunications Act of 1996.<sup>1</sup> Adequate machinery for such inquiry already exists in two other federal agencies, the Department of Justice and the Federal Trade Commission. Nor should the local radio ownership rules be used by the Commission to engage in unauthorized, unnecessary and unconstitutional social engineering. To the extent that increasing the percentage of ownership of radio stations by minorities is a permitted field of regulation and a legitimate public interest objective, other means exist that can be far more effective than artificially depressing the market value of an entire industry.

---

<sup>1</sup>PUB. L. No. 104-104, 110 Stat. 56 (1996). Section 202(b) of the Act directs the Commission to amend its rules to provide for the local ownership of more than one radio station depending upon the size of the market. There is nothing set forth in that section or anywhere else that authorizes the Commission to promulgate anti-trust policies that would have the effect of undermining that very specific directive.

BEFORE THE  
**Federal Communications Commission**  
WASHINGTON, D.C.

|  |   |                            |
|--|---|----------------------------|
| <i>In the Matter of:</i>                           | ) | <i>MM Docket No. 98-35</i> |
|  | ) |                            |
| <i>1998 Biennial Regulatory Review — Review of</i> | ) |                            |
| <i>the Commission's Broadcast Ownership Rules</i>  | ) |                            |
| <i>and Other Rules Adopted Pursuant to Section</i> | ) |                            |
| <i>202 of the Telecommunications Act of 1996</i>   | ) |                            |

To: The Commission

**COMMENTS OF WEST VIRGINIA  
RADIO CORPORATION**

Comes now WEST VIRGINIA RADIO CORPORATION ("WVRC"), by Counsel and pursuant to Section 1.415(a) of the Rules (47 CFR §1.415(a)), hereby respectfully submits these Comments in response to the Commission's *Notice of Inquiry*<sup>2</sup> in the above-captioned proceeding. In support whereof, the following is shown.

**I. STATEMENT OF INTEREST**

1. WVRC is a West Virginia corporation and licensee of Radio Stations WAJR (AM) and WVAQ (FM), Morgantown, West Virginia, and WSSN (FM), Weston, West Virginia.<sup>3</sup> The principals of WVRC own 100% of the stock of West Virginia Newspaper Publishing Company, publishers of the Morgantown DOMINION POST, a daily newspaper having general circulation in the city of Morgantown, West Virginia.<sup>4</sup>

---

<sup>2</sup>FCC 98-37, released March 13, 1998; 63 F.R. (3/31/98). (hereafter, "NOI")

<sup>3</sup>Through affiliated companies, principals of WVRC have ownership interests in radio broadcast licensees in Charleston, West Virginia (WCHS-WKWS, WCAW-WVAF, and WSWW AM, Charleston, WV and WKAZ (FM), Miami, WV), and Clarksburg, West Virginia (WFBY). A related company holds a permit to construct WAJR-FM, a new Class A FM Station in Salem, WV.

<sup>4</sup>Paid circulation of the DOMINION-POST is approximately 19,350 (Source: 1997 EDITOR  
(continued...))

Two of the three shareholders of the newspaper Publishing company sit on the boards of directors of both the Publishing company and the Broadcasting company. Apart from this level of participation, the newspaper company and Broadcasting company share no staff and no operating facilities. News gathering and reporting staffs and facilities of the two companies are completely separate and do not interact. Nor is there a joint sales staff. The two companies have historically been operated completely separately.

2. Morgantown is in close proximity to both Fairmont, West Virginia, and Clarksburg, West Virginia.<sup>5</sup> Each of these three communities has its own daily newspaper. Clarksburg is served by the Clarksburg EXPONENT-TELEGRAM, a daily newspaper having a combined morning and evening circulation in excess of 19,000.<sup>6</sup> Fairmont is served by the Fairmont TIMES-WEST VIRGINIAN, a group-owned daily newspaper having a paid circulation in excess of 14,975.<sup>7</sup> Both the daily newspapers and radio stations licensed to the communities compete for listeners/readers and advertising dollars in all three communities. The West Virginia counties of Preston and Monongalia (in which Morgantown is located) are included in the Pittsburgh Television DMA (Nielsen Designated Market Area, #9), which has eleven (11)

---

<sup>4</sup>(...continued)

& PUBLISHER, p. I-439). The newspaper-broadcast combination is a "grandfathered" facility under 47 CFR §73.3555(d), having been in existence prior to 1975.

<sup>5</sup>The three communities make up the "Morgantown-Clarksburg-Fairmont" radio market, ranked by Arbitron as #176 in the Fall of 1997. SOURCE: BROADCASTING & CABLECASTING Yearbook, 1998, p. D-699.

<sup>6</sup>1997 EDITOR & PUBLISHER YEARBOOK, p. I-437.

<sup>7</sup>*Id.*, p. I-438.

television signals. The Clarksburg-Weston DMA (#164) has three (3) television signals.<sup>8</sup>

3. Based on engineering studies conducted on behalf of WVRC in 1993 and 1994, it was determined that there are at least 21 commercial radio stations placing a city-grade signal over one or more of these communities. Under the current local radio ownership rules contained in the Telecommunications Act of 1996 and implemented by the Commission,<sup>9</sup> WVRC could own up to six commercial radio stations, four of which could be in the same service—but for the newspaper-broadcast crossownership rules.

4. As a grandfathered newspaper-radio combination, WVRC thus has a direct interest in the outcome of this proceeding, and supports the adoption of policies by the Commission that would promote diversity through the lifting of artificial barriers on the ownership and control of electronic Communications entities, which inhibit the full and robust exercise of freedom of expression by these entities.

5. More specifically, WVRC believes the Commission's Newspaper-Broadcast Cross-Ownership Rule should be eliminated in its entirety or *substantially* relaxed to permit joint ownership, joint operating agreements, or other joint ventures of commercial radio stations and publishers of daily newspapers in all but “egregious cases,” in order to take advantage of economies of scale in the marketplace.<sup>10</sup>

---

<sup>8</sup>BROADCASTING & CABLECASTING YEARBOOK, 1998, pp. B-164 (Clarksburg-Weston, #164), B-207 (Pittsburgh, #9).

<sup>9</sup>Order, FCC 96-90, released March 8, 1996, effective March 15, 1996 (61 FED. REG 10689), amending 47 C.F.R. §73.3555(a).

<sup>10</sup>If the Commission decides not to eliminate the NBCO rules completely with respect to radio Broadcasting, WVRC believes that both the rule as well as the waiver policy needs to be changed in order to achieve the necessary result. To require a waiver showing, for example, in *every* case of a proposed combination, even when there are a multitude of other  
(continued...)

6. The Commission has also inquired as to whether, in light of recent consolidations in the radio industry, whether sufficient competition exists in the radio industry, or whether additional criteria should be employed in processing those assignment applications that would have the result of creating further consolidation.<sup>11</sup> It is WVRC's position that the Commission is without authority to revise the radio local ownership rule by employing other criteria or by completely reworking its definition of a radio market. While it could be argued that more consolidation automatically means less competition, such is not necessarily the case. In fact, only a short time ago the Commission's Mass Media Bureau expressed grave concern over the number of AM and FM radio stations that were off the air due to economic hardship—a result of the excessive and unwise channel proliferation policies, such as Docket 80-90, adopted by earlier Commissions.

7. If there is a decline in the percentage of radio stations owned by minorities, that fact is not due to the consolidation permitted by the Telecommunications Act. Rather, it is a result of the elimination by Congress, at approximately the same time, of the significant tax incentives to sellers to sell to minority groups by the issuance of tax certificates. If the Commission is serious about increasing minority ownership in the broadcast media, it should petition Congress to reinstate the tax certificate policy—with sufficient safeguards against the kind of abuse that led to its repeal in 1995.

---

<sup>10</sup>(...continued)  
radio and television signals as well as other media sources, would be an unwise and extremely wasteful utilization of the Commission's resources.

<sup>11</sup>*NOI, supra*, ¶¶17-23.



## **II. THE NEWSPAPER/BROADCAST CROSSOWNERSHIP RULES SHOULD BE REPEALED**

8. WVRC respectfully submits that continued enforcement of the NBCO rule no longer serves the stated public interest goals of promoting competition and diversity, is counterproductive to effective competition among media, and places significant and unjustified barriers to the exercise of First Amendment rights. The following analysis is advanced to support this thesis.

### **A. BACKGROUND**

#### **1. *Bases for Adoption of the NBCO Rules***

9. A short summary of the historical background surrounding the adoption and enforcement of the NBCO Rules may be helpful: The NBCO Rules were first proposed by the FCC in 1968, as a result of some pressure, on the part of Congress and the Department of Justice, to codify a general proscriptive rule. Up until that time, the Commission had been proceeding on a case-by-case basis in determining whether a proposed newspaper-broadcast combination would constitute an undue concentration of media control in a particular market. The case-by-case method favored the proposed combinations in most instances.

10. While originally proposing the complete breakup of newspaper-broadcast combinations over a five-year period, the FCC, adopted a policy which proscribed future newspaper-broadcast combinations, but "grandfathered" all but a handful of "egregious cases," the owners of such co-located properties being ordered to divest. (*Second Report and Order* Docket 18110, released 1/31/75). Part of the reason for the Commission's altered position had been the statistical evidence, submitted during the proceeding that newspaper-owned stations actually produced a larger percentage of news, public affairs, and other public service

programming than did independently owned stations. In addition, the Commission also expressed the fear that a complete breakup would cause such instability in the industry as to *disserve* the public interest, convenience and necessity.

11. On appeal, however, The D.C. Circuit reversed that portion of the rules which grandfathered existing combinations, and ordered the FCC to adopt a rule requiring divestiture of *all* such combinations.<sup>12</sup> Given the primary goal of the FCC to promote *diversity of thought and opinion* in its broadcast licensing decisions, the Court said that considerations such as industry stability and a past history of public service, were entitled to little weight, and that the Commission was compelled to announce a *presumption*, as a matter of law, that co-located newspaper-broadcast facilities do not serve the public interest.<sup>13</sup>

12. The U.S. Supreme Court reversed the D.C. Circuit decision. While it upheld the constitutionality of the NBCO Policy, it agreed with the FCC that full-scale divestiture was unnecessary. The Court said that industry stability and public service were legitimate public interest goals which the FCC was entitled to take into account, and that the decision to make the NBCO Rules prospective in application only was permissible as a reasonable agency response to changed circumstances in the Broadcasting industry.<sup>14</sup>

13. Most of the grandfathered combinations, however, continue to operate today. Despite the relative stability of the existing newspaper-broadcast combinations since 1975, the face of the media marketplace today has changed beyond all

---

<sup>12</sup>*National Citizens Committee for Broadcasting v. FCC*, 555 F.2d 938 (D.C. Cir. 1977).

<sup>13</sup>*Id.*

<sup>14</sup>*FCC v. National Citizens Committee for Broadcasting*, 436 U.S. 775 (1978).

recognition. The lack of diversity which Congress, the DOJ, and the FCC were lamenting in the 1970's, has turned into an uncontrolled explosion of electronic media choices that brings with it new problems in economic stability and spectrum management. Despite alarmist cries of unfair competition due to recent consolidations in the radio industry, market domination by any one medium, however, is not one of them. In 1985 the Commission announced that its goal of media diversity had been essentially achieved in all markets, and that heavy-handed government intervention in the form of content, and even arbitrary structural regulations, were no longer necessary, and perhaps, even counterproductive.

## **2. *Congressional Prohibition on Relaxation of Rule***

14. In the Fall of 1987, a petition for rule making to the FCC was submitted by the Freedom of Expression Foundation, Inc. ("FOE"), asking for repeal of the NBCO Rules. Several newspaper-broadcast groups filed comments in support of the petition. Before the Commission could act on the matter, however, Congress, at the instigation of Senators Kennedy and Hollings, passed a rider to the 1988 appropriations bill that proscribed the use of public funds by the FCC to conduct *any* rule making proceedings regarding NBCO, and forbade the FCC from entertaining any waivers, or granting any extensions of temporary waivers of the NBCO Rules.

15. It was no secret that the rider was aimed at Rupert Murdoch, who, through his acquisition of Metromedia, had also acquired ownership of television stations in the New York and Boston markets, in which he also owned daily newspapers. The rider to the appropriations bill passed and President Reagan did not veto the measure.

16. NewsAmerica Publishing, Inc., controlled by Mr. Murdoch, then sought an extension of the temporary (18 month) waivers it had received earlier. After being turned down by the FCC which cited the Hollings Amendment, NewsAmerica appealed to the U.S. Court of Appeals for the District of Columbia Circuit, and challenged the constitutionality of the Amendment. The Court, while refusing to rule on the validity of the more general prohibition of funding for rule making proceedings, did strike down that part of the amendment which forbade the FCC from granting or extending waivers. The Court, after reviewing the legislative history and post-adoption colloquies on the Senate Floor, ruled that the amendment had targeted Murdoch so specifically and exclusively as to be tantamount of a "bill of attainder," and a violation of the First Amendment and denial of Murdoch's rights to equal protection under the Fifth Amendment.<sup>15</sup> The more general question of whether Congress could keep the FCC from reexamining the NBCO Rules was deemed not yet ripe for review. Murdoch later sold the New York newspaper and the Boston TV Station, so the general issue of the whether the NBCO Rules should be repealed was never addressed after the Court's disposition.<sup>16</sup>

---

<sup>15</sup>*NewsAmerica Publishing, Inc. v. FCC*, 844 F.2d 800 (1988).

<sup>16</sup>While the controversy involving the Hollings Amendment took place in December, 1987 and early 1988, the FCC did not get around to ruling officially on the Foundation's petition until April of 1991. A letter from the Chief of the Mass Media Bureau of the FCC addressed to Counsel for the Foundation stated that the petition was being dismissed as a result of the Congressional proscription, which had been added to the language of subsequent appropriations authorizations for fiscal years 1989-90, 1990-91 and 1991-91. FOE at that time did not seek Court review of the Commission's ruling.

### 3. *Subsequent History*

17. The Congressional ban on the Commission spending appropriated funds “to repeal, retroactively apply changes in, or to begin or continue a reexamination of the rules and the policies established to administer...” the NBCO rules continued to be included in federal appropriations bills between 1988 and 1993.<sup>17</sup> In the FCC’s 1994 appropriation, however, Congress provided that the Commission could amend its NBCO policies with respect to the grounds for granting permanent waivers thereof.<sup>18</sup>

18. However, it was clear from the House Report that the legislative intent was to limit permanent waivers only to newspaper-radio combinations in the top 25 markets where a minimum of 30 independently owned broadcast “voices” would remain following the acquisition or merger. In addition, the House Report indicated that it expected the Commission to make “a separate affirmative determination that [the proposed combination] is otherwise in the public interest, based upon the applicants’ showing that there are specified benefits to the service provided to the public sufficient to offset the reduction in diversity which would result from the waiver.”<sup>19</sup> This language was not repeated in the 1995 or 1996 appropriations laws or the accompanying conference reports, and the Commission

---

<sup>17</sup>*NOI*, ¶6.

<sup>18</sup>*Id.* See 107 Stat. 1167 (1993).

<sup>19</sup>*NOI*, ¶6, citing to H. Rept. 103-293, 103rd Cong., 1st Sess (1993), pp 2-3.

regards itself as no longer prevented from spending Congressionally authorized funds to reexamine its NBCO rules and policies.<sup>20</sup>

19. On February 8, 1996 President Clinton signed into law the Telecommunications Act of 1996, which contained numerous provisions that will have the effect of completely restructuring the Communications industry. While national and local broadcast ownership rules were modified as a result of the Act, there was no provision for modification of the NBCO policies.<sup>21</sup>

20. The Act *did* authorize, and, in fact *require*, the Commission to review *all* of its ownership rules biennially as part of its regulatory reform review under the newly-amended Section 11 of the Communications Act of 1934. More specifically, the Commission was directed to:

[D]etermine any of such rules are necessary in the public interest as the result of competition. The Commission shall repeal or modify any regulation it determines to be no longer in the public interest.<sup>22</sup>

The present *NOI* is an attempt by the Commission to meet that obligation.

#### **B. REPEAL OF THE NBCO RULE IS WARRANTED**

21. WVRC respectfully submits that an examination of the Commission's present rules and policies with respect to newspaper-broadcast crossownership cannot be undertaken without first examining the purposes of the NBCO rules, whether they are necessary to protect the public interest, and, indeed, whether they

---

<sup>20</sup>See, *Notice of Inquiry, "Newspaper/Radio Cross-ownership Waiver Policy,"* FCC 96-381, released October 1, 1996, ¶7.

<sup>21</sup>An amendment to the House version of the bill that would modify the NBCO rules was voted down by the House. *NOI*, ¶7. 141 Cong. Rec. E-1571 (August 1, 1995).

<sup>22</sup>Telecommunications Act of 1996, Pub. L. No. 104-104, 110 Stat. 56, §202(h) (1996).

are, in fact, *counterproductive* to the public interest as well as violative of the First Amendment to the Constitution of the United States. WVRC submits that an analysis of the present Communications environment will demonstrate that the NBCO rules are no longer necessary, and indeed, counterproductive to the Commission's twin goals of diversity and competition.

22. WVRC also submits that, whatever constitutional basis existed for such rules twenty years ago, such basis has long since evaporated. That being the case, these rules can no longer withstand constitutional scrutiny, and must be repealed as contrary to the First Amendment. Alternatively, they must be completely revamped to be as narrowly tailored as possible to present the least possible infringement on First Amendment rights of newspaper and radio broadcast owners.

**1. *The NBCO Rules are No Longer Needed to Achieve Media Diversity***

23. The Supreme Court upheld the NBCO policy as a "reasonable administrative response to changed circumstances in the Broadcasting industry." The Court made reference to the Commission's statement in the *Order* adopting NBCO that at one time, the Commission had actually encouraged co-ownership of newspaper and broadcast facilities because of a shortage of qualified license applicants. However, by 1975, the Commission had concluded that a sufficient number of qualified and experienced applicants other than newspaper owners was now available. In addition, at that time the number of new channels open for new licensing had diminished substantially.

24. Citing to previous decisions where it had upheld the validity of an FCC regulation as against a First Amendment challenge,<sup>23</sup> the Court dismissed facial challenges to the NBCO Rules filed by several intervenors, including ANPA (now “Newspaper Association of America” (“NAA”)) and NAB. Where a license is denied because to do so would serve the public interest, said the Court, is not a denial of free speech. Finally, the Court distinguished cases cited by the intervenors where it had previously struck down federal laws which imposed conditions on the receipt of a federal benefit tantamount to surrendering First Amendment rights<sup>24</sup> by suggesting that the regulations in question in those cases directly abridged freedom of expression since a denial was based solely on content; here, the regulations were not content-related, said the Court, and their purpose and effect is to promote free speech not to restrict it.

25. From a public policy perspective, a significant basis for overturning the regulatory constraints against newspaper-broadcast cross ownership is that *changed circumstances* warrant their elimination. Since “changed circumstances” was the basis for the Supreme Court finding the NBCO Rules reasonable twenty years ago, the same rationale can be used today to justify their repeal.

26. Ten years after the adoption of the NBCO Rules, it had become clear that changed circumstances had eliminated the need for the rules, and that their continued enforcement was exacerbating the problem of declining newspaper ownership and readership as an alternative media. Between 1975 and 1987, for

---

<sup>23</sup>See, e.g., *National Broadcasting Co. v. United States*, 319 U.S. 190 (1943); *Associated Press v. United States*, 326 U.S. 1 (1945); *United States v. Storer Broadcasting*, 351 U.S. 192 (1956); *Red Lion Broadcasting Co. v. FCC*, 395 U.S. 367 (1969).

<sup>24</sup>See, e.g., *Speiser v. Randall*, 357 U.S. 513 (1958); *Elrod v. Burns*, 427 U.S. 347 (1976).



example, the number of dailies had declined from 1,756 to 1,645—a reduction of 111 newspapers. And, while total circulation of dailies during the same period had increased by approximately 2.2 million, it had declined as a ratio of population growth, from 28.15% to 25.93%.<sup>25</sup>

27. Based upon the data collected *since* 1987, WVRC concludes that the trend is not slowing down, but accelerating. Between 1987 and 1997, for example, 136 more dailies ceased operation, bringing the total down from 1,645 to 1,509.<sup>26</sup> Even more alarming is the fact that U.S. daily newspaper circulation since 1987, has actually *decreased* by over *six million*,<sup>27</sup> having declined every year, in fact, between 1987 and 1997, except for 1991.<sup>28</sup> When one compares this negative trend with the phenomenal growth of the electronic media (which has continued unabated since 1987), a significant case can continue to be made—in fact more telling since 1987—that the NBCO Rules are not only no longer necessary but actually may be hastening the demise of the local daily newspaper.

---

<sup>25</sup>As shown by statistics from subsequent years set forth below, this increase in circulation was short-lived.

<sup>26</sup>SOURCE: Newspaper Associate of America (“NAA”), *Facts About Newspapers, 1998 Ed.*, p. 11.

<sup>27</sup>In 1987, total daily (*i.e., morning and evening*) circulation was at an all-time high of 62,826,273. By 1997, total daily newspaper circulation had dwindled to 56,727,902, a loss of 6,098,371. SOURCE: NAA, *Facts About Newspapers, 1998, supra*, at 11.

<sup>28</sup>*Id.* According to the Audit Bureau of Circulation, an independent publication circulation verification firm, daily newspaper circulation in the first quarter of 1998 increased very slightly, by 0.072%. Sunday circulation for the same period, however, decreased by 0.172%. NAA, “Newspaper Industry Sees Gains in Circulation and Readership.” Press Release, July, 1998.

**2. Continued Enforcement of the NBCO Rules is Counterproductive.**

28. From the above statistics, it may be concluded that continued enforcement of the NBCO Policy is counterproductive to the stated goals of “diversity.” The print media has taken a disturbing downturn since the adoption of the Policy. In an attempt to keep daily newspapers viable, Congress in 1970 enacted the NEWSPAPER PRESERVATION ACT.<sup>29</sup> The Act exempted newspaper joint operating agreements from the application of the federal antitrust laws, if, at the time of the arrangement, not more than one of the newspaper publications involved in the performance of such an arrangement was likely to remain or become a financially sound publication.<sup>30</sup> There are presently 17 joint operating agreements in effect.<sup>31</sup>

29. Continued enforcement of the NBCO Policy is thus in conflict not only with the Commission’s policy of diversity but the public policy expressed by Congress in the implementation of the NEWSPAPER PRESERVATION ACT as well.<sup>32</sup> WVRC respectfully submits that continued enforcement of a policy which tends to reduce diversity and effective competition is directly and fundamentally contrary to the public interest.

---

<sup>29</sup>PUBLIC LAW 91-353, 15 U.S.C. §1801.

<sup>30</sup>See 15 U.S.C. §§1801-1803.

<sup>31</sup>NAA, *Facts About Newspapers, 1998, supra*, p. 26.

<sup>32</sup>That Congress apparently acted inconsistently with the Act, by prohibiting in its 1987 appropriations bill the FCC from conducting Rule Making proceedings to repeal the NBCO Policy, is explained by the political motivations of the Congressional Leaders at the time. Based upon the remarks of some U.S. Senators during the debate, it was clear that the rider was retaliatory in nature against Rupert Murdoch (whose newspapers had been highly critical of Senator Kennedy and others), and an attempt to suppress free speech. See, *NewsAmerica Publishing, Inc. v. FCC*, 844 F.2d 800 (D.C. Cir. 1988).

30. Continued enforcement of the NBCO Policy will continue to diminish broadcast program service. In its initial Rule Making adopting the NBCO Policy, the Commission acknowledged that stability of the industry and continuity of ownership served important public interest purposes because they encouraged commitment to program quality and service.<sup>33</sup> That co-located newspaper-broadcast combinations had provided “undramatic but nonetheless statistically significant superior” program service in a number of program particulars was too clear in the record to be denied by the Commission.<sup>34</sup>

31. The Commission has also recognized in other contexts that the amount of available capital has a significant relationship to the quality of program service provided. Although one might argue that the acquisition of a troubled newspaper by a radio broadcast licensee (or *vice versa*) would necessarily diminish the capital available to the broadcaster, the opposite is true. Greater economies of scale through a greater revenue base and considerations of space, consolidation, and accounting would yield additional financial resources made available for both programming and newspaper circulation without jeopardizing editorial independence. Accordingly the elimination of the Newspaper-Broadcast Cross Ownership Policy would serve to enhance broadcast service and have the added public interest benefit of providing additional economic stability to the print media.

---

<sup>33</sup>See, *Newspaper Broadcast Cross Ownership Policy*, 50 FCC 2d 1046, 32 RR 2d 954, 1032 (1975).

<sup>34</sup>*Id.*

**3. Continued Enforcement of the NBCO Rules, as Applied to Radio Broadcasting is Inconsistent with the First Amendment**

32. The ownership regulations that broadcasters must observe were put in place to maximize outlets for local expression and ensure diversification of programming. Unfortunately, the regulations no longer effectuate these policies. Eliminating the stringent ownership rules would allow radio broadcasters to compete more effectively with other media, thereby ensuring quality and diversity in programming for the public. The ownership rules not only stifle productivity, but also infringe upon broadcasters' First Amendment rights: radio broadcasters are prevented from freely selecting the media to present their programming to the public, and are also denied the ability to bargain for better programming. The structural limitations placed on broadcasters thus eliminate from particular markets and the public major providers of information.

33. To be constitutional, governmental regulations which favor certain classes of speakers over others must be supported with a compelling state interest.<sup>35</sup> In *Turner Broadcasting Systems, Inc. v. FCC*, 114 S. Ct. 2445, 2468, 75 RR 2d 609 (1994), the Court reaffirmed that "[r]egulations that discriminate among media, or among different speakers within a single medium, often present serious First Amendment concerns." Regulation which restricts the speech of some elements of society in order to enhance the relative voice of others is presumed invalid. *Buckley v. Valeo*, 424 U.S. 1 (1976). Such discrimination constitutes an indication that the rule's purpose is to regulate the message provided by certain speakers, and is highly

---

<sup>35</sup>*Home Box Office*, 567 F.2d at 47-48 (D.C. Cir. 1977).

suspect. The fact that the restrictions may operate against only a small group of speakers is irrelevant.<sup>36</sup> The scarcity and diversity rationales do not adequately justify such rules in light of the enormous amount of programming and information available to consumers.

34. From a First Amendment perspective, radio Broadcasting can hardly be considered unique when compared to other mass media information sources. The First Amendment would be better served by placing radio broadcasters on equal footing with other information providers.<sup>37</sup> In short, “[T]he public interest in diverse . . . options is best served by deferring to the marketplace.”<sup>38</sup>

35. Moreover, it has long been held that regulations that impose First Amendment burdens on speech must be closely tailored to further an important government interest.<sup>39</sup> If diversity is the interest served by the ownership rules, then the regulations are overinclusive. One has only to look at the diversity of programming and sources in most major markets to realize that these concerns are overstated.

---

<sup>36</sup>*C&P Telephone*, 76 RR 2d at 995.

<sup>37</sup>The incredible explosion of electronic mass media outlets, including Cable TV with audio channels, Direct Audio Radio Services (“DARS”), Direct Broadcast Television Service (“DBS”), MDS, IVDS, electronic billboards compact disks, video games for home computers, telephone dial-up audio programming services, local computer bulletin board services (“BBS”), and the vast reaches of cyberspace *via* the Internet—all new and competing technologies since the adoption of the NBCO Rules in 1975—has placed the information consumer in a position of having too many, not too few, choices to obtain information and other programming. All of these “real time” information sources compete for the attention and dollars of the information consumer, who only has 24 hours in a day to partake of these varied services.

<sup>38</sup>*Quincy Cable TV, Inc. v. FCC*, 768 F.2d 1434 (1985).

<sup>39</sup>*United States v. O’Brien*, 391 U.S. at 377 (1968).

36. For the reasons advanced above, the continued enforcement of the Newspaper-Broadcast Cross-ownership rule no longer serve the public interest and raise serious questions of consistency with First Amendment principles. It is clear that, absent a sufficiently important and continuing compelling governmental interest, regulations which either directly abridge freedom of expression or, by their application restrict such expression, are constitutionally suspect. *United States v. O'Brien, supra*.

37. There can be no dispute over whether NBCO restrictions impinge upon the broadcaster's First Amendment rights. Although the regulation professes to be content neutral, restricting only common ownership of broadcast facilities and daily newspapers in the same market, and not the content of their expression, those regulations discriminate among speakers in the mass media market, based on the nature of the medium used for speech, and are thus highly suspect. Further, the entire *basis* for the rule is the assumption, by the Commission, that common ownership will necessarily mean common editorial and other policies—clearly a content-based regulation. It necessarily follows that restrictions on ownership impinge directly on freedom of expression by determining who may speak and who may not. The rules dictate where a broadcaster may exercise his freedom of expression, which is contrary to the well established principle that government may not condition the receipt of a public benefit on the relinquishment of a constitutional right – especially the right to freedom of expression.<sup>40</sup> Moreover,

---

<sup>40</sup>See, *Perry v. Sinderman*, 408 U.S. 593, 597 (1972); *Sherbert v. Verner*, 374 U.S. 398, 404 (1963); *Shapiro v. Thompson*, 394 U.S. 618 (1968). See also, *Buckley v. Valeo*, 424 U.S. 1 (1974), wherein the Court held that forced choices in the Federal Election Campaign Act which limited expenditures of individuals or groups supporting a candidate were held to be an un-

(continued...)

given the current availability of programming and other information sources, it cannot be concluded that the present multiple ownership rules are sufficiently narrowly tailored to meet the standards set forth in *United States v. O'Brien*, *supra*. Certain broadcasters are denied the right to acquire additional broadcast licenses solely because the government is trying to promote goals that have already been achieved – diversity of opinion and marketplace competition.

38. A government regulation which restricts or otherwise has an adverse impact on an individual's or group's freedom of expression is justified only to the extent that (a) it furthers an important or substantial governmental interest (*i.e.*, one that addresses an evil that the government has the right to prevent), (b) is unrelated to the suppression of content of speech, or (c) the incidental restriction upon freedom of expression caused by enforcement of the regulation is no greater than necessary to achieve that interest. *United States v. O'Brien*, *supra*.

39. The two primary reasons why the FCC adopted numerical ownership restrictions and the duopoly and one-to-a-market rules were to further the policy of promoting diversity of viewpoints in media markets, and prevent monopolistic practices within the broadcast industry. Both goals were in turn based upon the scarcity rationale, and the need to ensure that all markets were provided with a sufficient diversity of viewpoints. Under the circumstances existing when the rules were first promulgated, the rules were justified under the *O'Brien* test set forth

---

<sup>40</sup>(...continued)

constitutional abridgment of freedom of speech. In striking down that part of the legislation, the Court rejected the notion that Government, under the Constitution, could act to equalize the relative ability of individuals and groups to influence the outcome of elections. Rather, “the concept that government may restrict the speech of some elements of our society in order to enhance the relative voice of others is wholly foreign to the First Amendment...” 424 U.S., at 48-49.

above.<sup>41</sup> However, given the fact that the Commission has officially proclaimed that the goal of diversity has been achieved in virtually all media markets, it must follow that restrictions on freedom of expression can no longer be justified by reference to such a goal. It has been observed that scarcity is an inappropriate basis for broadcast regulation of First Amendment speech.<sup>42</sup> Even assuming that scarcity should serve as a standard for government oversight, it is well established that the scarcity rationale no longer exists. The Commission has, on numerous occasions, emphasized that there is a sufficient increase in the number and diversity of program outlets to warrant a variety of deregulatory actions.<sup>43</sup> Except for a handful of "egregious cases," where antitrust considerations might warrant some scrutiny of media ownership, such diversity guarantees an absence of monopolization of the

---

<sup>41</sup>See also, *Red Lion Broadcasting Co. v. FCC*, 395 U.S. 367 (1969); *Mt. Mansfield Television v. FCC*, 442 F.2d 470, 21 RR 2d 2087 (2d Cir. 1971).

<sup>42</sup>In *Telecommunications Research and Action Center v. FCC*, 801 F.2d 501, 61 RR 2d, 330, *reh. denied*, 806 F.2d 1115 (D.C. Cir. 1986), *cert. denied*, 482 U.S. 919 (1987), the court noted that use of the scarcity rationale as an analytic tool in connection with new technologies inevitably leads to strained reasoning and artificial results.

"It is certainly true that broadcast frequencies are scarce but it is unclear why that fact justifies content regulation of Broadcasting in a way that would be intolerable if applied to the editorial process of the print media. All economic goods are scarce . . . Since scarcity is a universal fact, it can hardly explain regulation in one context and not another. The attempt to use a universal fact as a distinguishing principle necessarily leads to analytical confusion."  
(footnotes omitted)

61 RR 2d at 337.

<sup>43</sup>See, e.g., *Multiple Ownership of AM, FM and Television Broadcast Stations*, 100 FCC 2d 17 (1984), *recon.*, 100 FCC 2d 74 (1985) (revising the seven-station rule to permit ownership of up to twelve stations); *Fairness Doctrine Alternatives*, 2 FCC Rcd 5272 (1987), *recon.*, 3 FCC Rcd 2035 (1988), *aff'd. Syracuse Peace Council v. FCC*, 867 F.2d 654 (D.C. Cir. 1989) (eliminating the fairness doctrine as unnecessary because of the diversity of voices and opinion in broadcast and other media).



means of expression in a given media market. Whatever validity the current NBCO rules may once have had, it no longer exists.

40. Where the underlying public interest consideration for a regulation is no longer valid, the rule cannot withstand constitutional scrutiny. See, *Geller v. FCC*, 610 F.2d 973, 980 (D.C. Cir. 1979) ("Even a statute depending for its validity upon a premise extant at the time of enactment may become invalid if subsequently that predicate disappears."); *Home Box Office v. FCC*, 567 F.2d 9, 36 (D.C. Cir. 1977), *cert. denied*, 434 U.S. 829 (1977) ("[R]egulation perfectly reasonable and appropriate in the face of a given problem may be highly capricious if that problem does not exist." [citations omitted]). Accordingly, WVRC submits that the Newspaper-Broadcast Cross-ownership rules that presently restrict common ownership of daily newspapers and commercial radio stations be eliminated.

41. Alternatively, WVRC would recommend that the Commission narrowly tailor its NBCO rules to prohibit newspaper-radio cross-ownership only in "egregious cases," *i.e.*, those radio markets<sup>44</sup> where less than two (2) other independently-owned mass media voices<sup>45</sup> would continue to exist following the acquisition or merger. WVRC acknowledges that few, if any markets would have so few outlets, which is simply to acknowledge that the goal of diversity of voices has already been met. To restrain the broadcast media, where other electronic and

---

<sup>44</sup>The definition of radio market is, obviously, imprecise. WVRC would propose that the Commission adopt the definition that is contained in §73.3555(a) of the Rules pertaining to local radio ownership.

<sup>45</sup>Since the NBCO rules pertain to a form of mass media crossownership, logic dictates that the counting of other independent "voices" in such a market should not be limited merely to commercial radio stations, but should include commercial *and* noncommercial radio and television stations, cable television systems, MDS licensees, and other daily newspapers having significant circulation within the defined market.